



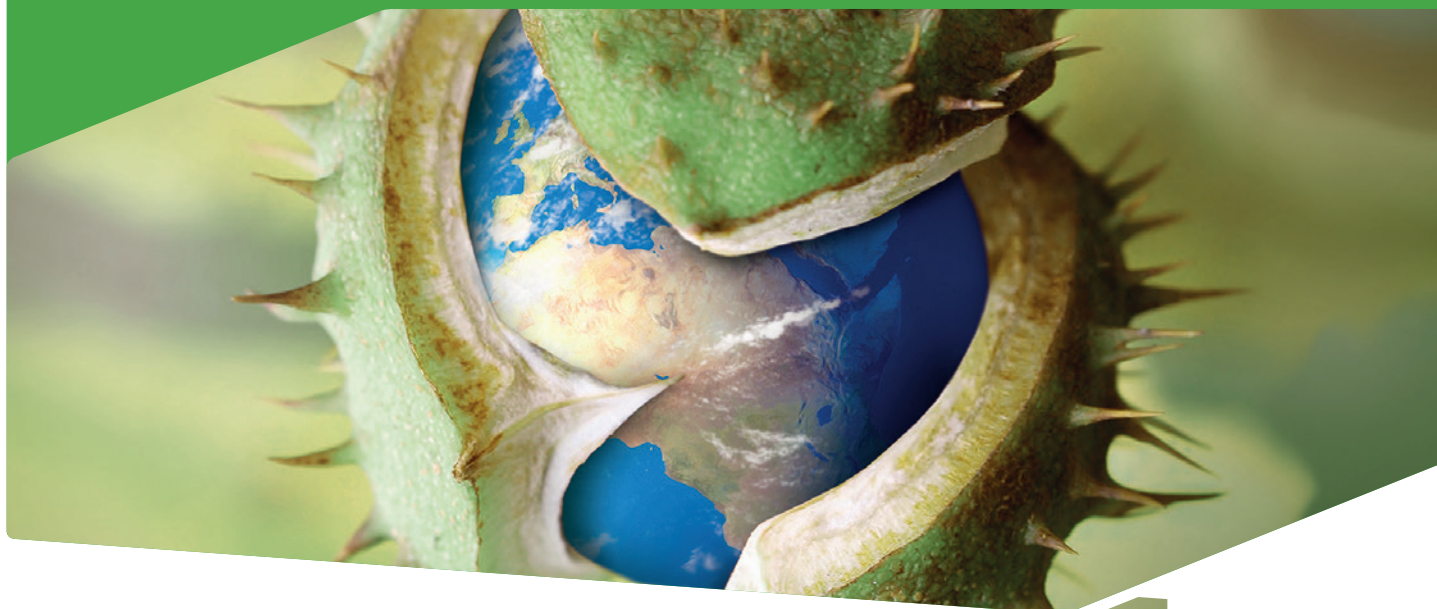
KONICA MINOLTA

# WE'RE GREEN AND YOU PROFIT!

✦ Cut your energy consumption and save resources

Companies today know that environmentally friendly technologies can bring economic benefits. At Konica Minolta we have applied our extensive experience and expertise in office printing to ensure our technologies deliver added ecological and economic value. And since we take our responsibility as a global company very seriously, we consider environmental protection to be an essential aspect of our management philosophy – the Creation of New Value.

This has led to the development of green technologies that offer you benefits such as lower energy consumption, reduced input of resources and a better carbon footprint – without compromising your economic performance. Konica Minolta's office machines not only help you improve your environmental record but also reduce your total cost of ownership. What's good for the environment can also save you money.



## How you benefit from our green technologies and features



- **Lower energy consumption:** Every new generation of our machines uses less power, e.g. through system-on-a-chip technology, induction heating fusing technology, the dynamic eco timer (a weekly timer with a learning function) and LED-based scanner lights.



- **Reduced input of resources:** Paper is a valuable resource. Our machines feature several technologies that reduce paper input and avoid wastage, e.g. duplex printing, n-up printing (combining several document pages onto a single sheet), proof print and preview copy (to avoid wasted output) and automatic skipping of blank pages.



- **Improved carbon footprint:** Our polymerized Simitri® HD toner reduces the environmental impact of the toner in production and recycling while enabling a significantly lower fusing temperature than conventional toners. The biomass in our black toners and the bioplastics used for machine parts are further examples of our carbon reduction initiatives.



- **Easily available environmental information:** All you need is one click and our eco meter will display the usage patterns of all users (duplex printing or copying, n-up ratio, colour ratio, hours per operation mode). This helps you to influence user behavior.

## Where we are going: Eco Vision 2050

Our long-term environmental vision at Konica Minolta – Eco Vision 2050 – charts our course to environmental sustainability. In practical terms, Eco Vision 2050 involves acting to reduce global warming, ensuring that finite resources are used responsibly and effectively, and supporting the restoration and preservation of our planet’s biodiversity. At the same time, we are working to reduce the environmental impact of all our processes and developing innovative products with an even better ecological performance.

1

**Reduce CO<sub>2</sub> emissions by 80% from fiscal 2005 levels throughout product life cycles by 2050**

2

**Maximise the effective use of the Earth’s limited resources**

3

**Promote the restoration and preservation of biodiversity**

## What we are doing to protect the environment

At Konica Minolta we aim to continually reduce the environmental impact of our products at all stages of their product lifecycle, i.e. from design, procurement, production, supply chain and transport to their use and ultimate recycling or disposal. All these lifecycle stages are carefully monitored through a general input-output analysis and in terms of energy and resource efficiency, recycling and waste prevention, and of course compliance with the relevant environmental and safety regulations.

## Our environmental credentials

Konica Minolta is proud to offer products that are not only compliant with environmental legislation and regulations throughout the world but also meet high environmental standards through various voluntary certifications and eco-labels, such as:

